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AUTHOR	Moore, Dorothy Perrin
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ABSTRACT

This book provides lessons for the woman who wants to advance her career within a corporation or by opening or expanding a business venture of her own. Chapter One, "Careers" introduces the types and varied career paths of the women entrepreneurs who are followed in subsequent chapters. Chapter Two, "Organizational Transitions," further examines the careers of entrepreneurs as they move from organizational incubators into new opportunities. Chapter Three, "Networks," explores the construction of a "three-dimensional enterprise" with the owner at the center of an organizational sphere, a phenomenon almost unique to women business owners. Chapter Four, "Leadership, Management, and Entrepreneurship," discusses women's interactive style of management and common myths about women managers. Chapters Five and Six, "Negotiation" and "Growth, Transitions, and Success," discusses the importance of learning how to negotiate and what constitutes success in women's career development. Chapter Seven, "Development and Entrepreneurship," focuses on requirements for and advice on opening a successful business, including creating a business plan and finding financial backing, and provides a guide to sources of information, including Internet resources. (Most chapters include exercises. Contains biographical sketches of more than 100 women entrepreneurs; focus group venues and participants; 294 endnotes; and an index.) (CG)

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